

Order / Rev: 710568 - 1
 Alt Order #: 6300593
 Flight Dates: 10/02/12 - 10/08/12

Advertiser: Priorities USA Action
 Product Desc: PRIORITIES USA ACT
 Estimate: 1563

WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	WTLV	10/05/12	10/05/12	M-F 5-6a M-F 5-6am	CM	5a-6a	----F--	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
GDMORNJKSNRSE<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	----F--	1		\$250.00		0.00						
4	WTLV	10/05/12	10/05/12	M-F 530-6p M-F 5:30-6pm	CM	M-F 5:30p-6p	----F--	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
FIRST CST-5:30<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	----F--	1		\$400.00		0.00						
5	WTLV	10/05/12	10/05/12	Today Show M-F 7-9am	CM	7a-9a	----F--	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
TODAY SHW<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	----F--	1		\$500.00		0.00						
6	WTLV	10/05/12	10/05/12	Today Show II M-F 9-10am	CM	9a-10a	----F--	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	----F--	1		\$250.00		0.00						
7	WTLV	10/08/12	10/08/12	Days of Our Lives Days of Our Lives	CM	M-F 1p-2p	M-----	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
DAYS-OUR LIVES<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	M-----	1		\$150.00		0.00						
8	WTLV	10/08/12	10/08/12	Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
TONITE SHW-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	M-----	1		\$250.00		0.00						
9	WTLV	10/08/12	10/08/12	M-F 5-6a M-F 5-6am	CM	5a-6a	M-----	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
GDMORNJKSNRSE<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	M-----	1		\$250.00		0.00						
10	WTLV	10/08/12	10/08/12	M-F 6-7a M-F 6-7am	CM	6a-7a	M-----	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
GDMRN JCKSNVLL<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	M-----	1		\$600.00		0.00						
11	WTLV	10/08/12	10/08/12	M-F 730-8p Jeopardy	CM	M-F 7:30p-8p	M-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
JEOPARDY<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	M-----	1		\$800.00		0.00						
12	WTLV	10/08/12	10/08/12	Today Show II M-F 9-10am	CM	9a-10a	M-----	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	M-----	1		\$250.00		0.00						
13	WTLV	10/06/12	10/06/12	Saturday Night Live Saturday Night Live	CM	1130p-105a	-----S-	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
SAT NITE LIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S-	1		\$500.00		0.00						
14	WTLV	10/06/12	10/06/12	Sat 7-730p Wheel of Fortune	CM	Sat 7p-7:30p	-----S-	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
WHEEL-FORTNE W															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S-	1		\$250.00		0.00						
15	WTLV	10/06/12	10/06/12		CM	7a-8a	-----S-	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00

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Estimate: 1563
WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				SAT TDY											
				NBC Today Show (Sa)											
				SAT TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					1	\$300.00		0.00			
16	WTLV	10/06/12	10/06/12	Sat 730-8p Jeopardy	CM	Sat 7:30p-8p	-----S-	:30	1	\$250.00	P-3	0.00	NM	0	\$0.00
				JEOPARDY-WKND											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					1	\$250.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WTLV	10/01/12-10/07/12		Sat 730-8p		Sat 7:30p-8p	-----Sa--	:30		(\$250.00)		0.00	NM		
				Credited [CR]											
17	WTLV	10/07/12	10/07/12	Sun 6-630p Sun 6-630pm	CM	Sun 6p-6:30p	-----S	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
				FIRST CST NW@6											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$300.00		0.00			
18	WTLV	10/04/12	10/04/12	M-F 10-11a Today Show 3	CM	M-F 10a-11a	---T---	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
				TODAY SHW3-NBC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---					1	\$250.00		0.00			
19	WTLV	10/04/12	10/04/12	Tonight Show Tonight Show	CM	1135p-1237a	---T---	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
				TONITE SHW-NBC<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---					1	\$250.00		0.00			
20	WTLV	10/04/12	10/04/12	Late Night Late Night w/Jimmy Fallon	CM	1235a-135a	---T---	:30	1	\$80.00	P-3	0.00	NM	1	\$80.00
				J FALLON-NBC<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---					1	\$80.00		0.00			
21	WTLV	10/04/12	10/04/12	M-F 12-1230p FCN Noon News	CM	M-F 12p-12:30p	---T---	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
				FIRST CST-NOON<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---					1	\$200.00		0.00			
22	WTLV	10/04/12	10/04/12	M-F 4-5p Ellen	CM	M-F 4p-5p	---T---	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
				ELLEN<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---					1	\$175.00		0.00			
23	WTLV	10/04/12	10/04/12	M-F 6-7a M-F 6-7am	CM	6a-7a	---T---	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
				GDMRN JCKSNVLL<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---					1	\$600.00		0.00			
24	WTLV	10/04/12	10/04/12	M-F 7-730p Wheel of Fortune	CM	M-F 7p-7:30p	---T---	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
				WHEEL-FORTNE<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---					1	\$700.00		0.00			
25	WTLV	10/02/12	10/02/12	M-F 10-11a Today Show 3	CM	M-F 10a-11a	-T-----	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
				TODAY SHW3-NBC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----					1	\$250.00		0.00			
26	WTLV	10/02/12	10/02/12	M-F 11a-12p First Coast Living	CM	M-F 11a-12p	-T-----	:30	1	\$80.00	P-3	0.00	NM	1	\$80.00

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WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
FIRST COAST LVNG															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-T-----					1	\$80.00		0.00			
27	WTLV	10/02/12	10/02/12	M-F 12-1230p FCN Noon News	CM	M-F 12p-12:30p	-T-----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
FIRST CST-NOON<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-T-----					1	\$200.00		0.00			
28	WTLV	10/02/12	10/02/12	M-F 4-5p Ellen	CM	M-F 4p-5p	-T-----	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
ELLEN<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-T-----					1	\$175.00		0.00			
29	WTLV	10/02/12	10/02/12	M-F 6-7a M-F 6-7am	CM	6a-7a	-T-----	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
GDMRN JCKSNVLL<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-T-----					1	\$600.00		0.00			
30	WTLV	10/02/12	10/02/12	Today Show M-F 7-9am	CM	7a-9a	-T-----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
TODAY SHW<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-T-----					1	\$500.00		0.00			
31	WTLV	10/03/12	10/03/12	Days of Our Lives Days of Our Lives	CM	M-F 1p-2p	--W----	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
DAYS-OUR LIVES<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--W----					1	\$150.00		0.00			
32	WTLV	10/03/12	10/03/12	M-F 11a-12p First Coast Living	CM	M-F 11a-12p	--W----	:30	1	\$80.00	P-3	0.00	NM	1	\$80.00
FIRST COAST LVNG															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--W----					1	\$80.00		0.00			
33	WTLV	10/03/12	10/03/12	Late Night Late Night w/Jimmy Fallon	CM	1235a-135a	--W----	:30	1	\$80.00	P-3	0.00	NM	1	\$80.00
J FALLON-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--W----					1	\$80.00		0.00			
34	WTLV	10/03/12	10/03/12	M-F 5-530p M-F 5-530pm	CM	M-F 5p-5:30p	--W----	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
FIRST CST NW@5<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--W----					1	\$300.00		0.00			
35	WTLV	10/03/12	10/03/12	M-F 5-6a M-F 5-6am	CM	5a-6a	--W----	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
GDMORNJKSNRSE<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--W----					1	\$250.00		0.00			
36	WTLV	10/03/12	10/03/12	Today Show M-F 7-9am	CM	7a-9a	--W----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
TODAY SHW<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--W----					1	\$500.00		0.00			
37	WTLV	10/03/12	10/03/12	Today Show II M-F 9-10am	CM	9a-10a	--W----	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--W----					1	\$250.00		0.00			
38	WTLV	10/02/12	10/05/12	M-F 5-6a M-F 5-6am	CM	5a-6a	-TWTF--	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
38	WTLV	10/02/12	10/05/12	M-F 5-6a M-F 5-6am	CM	5a-6a	- TWTF - -	:30	1	\$250.00	P-3	0.00 NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	- TWTF - -	1		\$250.00		0.00					
												Totals	37	\$11,110.00